



Innovation Rocks

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As part of our Innovation focus for 2008 and beyond, RW3 has created a new position tasked solely with researching and developing future solutions to foster our clients' evolving needs. Our mission is to maintain an ongoing strategic dialogue with clients to ensure delivery of the best solutions to support those needs.

Led by RW3 veteran Dave Krewet, the NPD (New Product Development) team has already completed several projects with several more in the pipeline. The team's first project involved *integrating a hand-held UPC scanner* with our current windows application for streamlined product lookup and navigation. Other projects include an *alert engine* for the delivery of critical messages to end users and a *desktop reporting monitor* which provides users quick access to any number of pre-defined KPI modules. Employee-generated ideas fostered by RW3's new Innovation initiative have been the driving factor for the team, though we look forward to working more closely with clients to help target their specific needs.

Alert Engine

RW3's new Alert Engine is an integrated framework for the triggering and delivery of targeted messages based on pre-defined business rules and objectives. It complements current Insight Group reporting and analytics offerings by providing real-time notification of critical events or data thresholds. Alerts can be sent to users via email in plain text or html format (with attachments) or directly to a user's cell phone as a simple text message. This framework can be easily integrated into our client's current systems or included as a module for new projects. Future plans include adding alert capabilities directly to our windows client applications as well as the addition of a voice mail delivery option.

RW3 client **Time Warner Retail Sales and Marketing** is currently making use of several alerts to keep them on task:

Checkout Count Changed - delivered on a monthly basis, this alerts the Region Managers when the checkout count has changed at a grocery store, enabling TWR to track how many 'pockets' they could potentially have at a store - and identify opportunities to gain 'pockets.'

Audit Sync Alert - delivered to the RM's on a weekly basis to help them track how many Audits each has performed that week.

Zero Coverage Alerts - delivered weekly, this alert gives TWR visibility into where they do not have Broker Coverage for a particular week.

Several other clients are finalizing plans to incorporate these innovations into their own execution strategies. Watch for more detailed information!